

Importance of Business to Consumer model of E-commerce

Mohammad Faiz¹, Kaumudi Jain², Nikita Tailor³, Mr. Loveleen Kumar⁴

Department of CSE, GIT College, Jaipur, India

Received: 05 Jun 2021; Received in revised form: 15 Jun 2021; Accepted: 20 Jun 2021; Available online: 25 Jun 2021

©2021 The Author(s). Published by Infogain Publication. This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

Abstract— In this Pandemic phase, customers and merchants do not interact face-to-face and customers are more discerning as a result of the additional alternatives and solutions available to them online. B2C E-commerce provides an alleviation to this problem. Traditionally, it was the mode of commercial transaction in which companies sold items or services to customers directly. However, the term B2C is now more commonly used to refer to online product sales, often known as e-tailing, in which manufacturers or merchants sell their items to customers over the internet. This paper outlines the importance of B2C E-commerce development in Pandemic times by shedding light on the result of the creation of B2C based online shopping website.

Keywords— B2C, E-commerce, Web development.

I. INTRODUCTION

Business-to-consumer (B2C) refers to the process of selling products and services directly to customers who are the end-users of the company's products or services. It is one of the most prevalent and well-known sales models. The majority of businesses that sell directly to customers are based on B2C business model. To brief, B2C is the business model which comprises of interaction of only two components, Seller and Consumer without the need of an intermediary or a third party like a broker or a retailer. Online merchants who reach out to their clients over the internet and online make up the business to consumer market.

Michael Aldrich, who used television as the principal medium to reach out to customers, coined the term B2C in 1979. He adopted this idea first in a TV programme, where he used television to target his end consumers. Couple of decades ago, B2C was known only for offline businesses limited to shopkeepers and vendors selling their products and services to consumers. But, with the evolution of internet and the technological advancement, the B2C market started to switch over online services. E-commerce and online shopping have aided the B2C model, in which manufacturers and merchants use the internet to market their products and services directly to end customers [3].

E-commerce, is the selling and purchasing of goods and services over a network such as the Internet. It also entails exchanging data and funds electronically between two or more parties. Simply put, it is online shopping in the

traditional sense. E-commerce began in the 1960s, when businesses began to use Electronic Data Interchange (EDI) to send and receive documents related to their company. Online shopping companies arose in the 1990s, and they are now a huge phenomenon. On August 11, 1994, a Sting CD was released by US retailer Net Market as the first-ever online purchase.

E-commerce is enhancing the availability of information significantly, providing customers with more knowledge, of higher quality, and at a fast pace than before. Businesses online provide an information - rich environment by which competitors can identify, match and improve product innovation. A company that can respond to the need of customers, accommodate their requests promptly and support their buying decisions, creates value and wins customers patronage and loyalty [2].

E-commerce shortens the product distribution chain, often completely eliminating it, by allowing direct contact with the final customer. This creates a direct channel between the manufacturer or service provider and the end user, allowing them to deliver goods and services that are tailored to the target market's specific needs.

E-Commerce has become so simple and convenient that everyone can shop for something from the comfort of their own home with only a few clicks. With the introduction of smartphones, any individual can now shop from anywhere and at any time using a wireless computer linked to the

Internet. People can now look for almost any product or service online without having to leave their houses. These are some of the

benefits of B2C E-commerce. The paper elaborates a greater number of benefits of B2C E-commerce by the findings of B2C based website development. The screenshot below (Fig.2) shows that how a user will get prompted if he makes an error while filling out the form.

II. METHODOLOGY

The website created sells sports related products and is named as "SportZ Store". It displays the customer a variety of sporting equipment and items to pick from, such as bats, balls, racquets, sports t-shirts, trousers, footwears and many more accessories.

The following elements were used to create the website:

- HTML: It stands for hypertext markup language which describes the structure of the website. The series of elements present in it inform the browser how to display the content.
- CSS: It specifies how HTML components should appear on the screen or in other media. This is the part of the website where the colors and style are added and creativity comes into play.
- Bootstrap: Bootstrap is ideal for developing layouts for website or web apps since its responsive CSS adapts to various devices. For UI interface elements like buttons and forms, Bootstrap includes a number of HTML and CSS templates. It also supports extensions of JavaScript.

The above-mentioned technologies are important aspects used for the frontend of the website. The screenshots of the frontend are shown below (Fig.1):

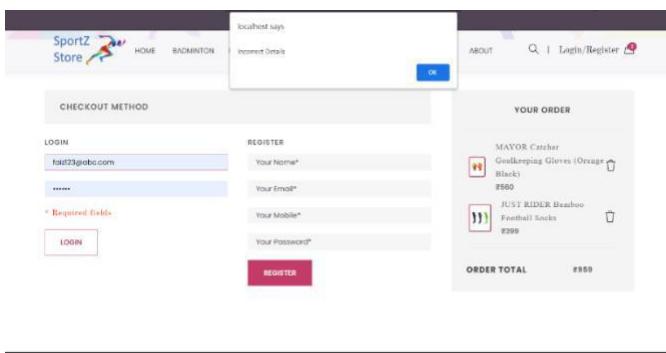


Fig. 1: Homepage

- JavaScript: It is commonly used to make a site user interactive through functions such as creation of an alert box which appears on the screen after clicking a button. The major application of JavaScript consists of form validations. It ensures that the user fills out the

form correctly preventing errors like empty fields or entering invalid data.

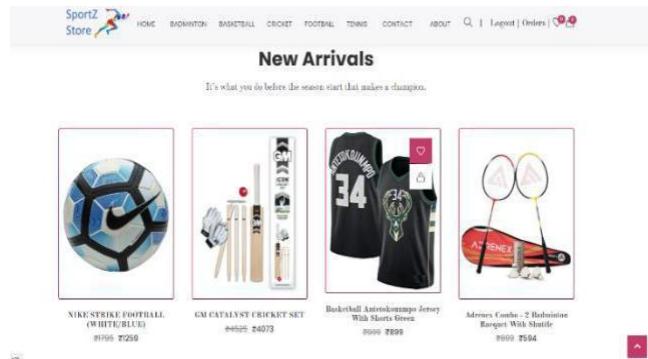


Fig. 2: Error popup through JavaScript in Login Page

- PHP: It is a server-side scripting language which is used to create dynamic, interactive websites. PHP differs from other scripting languages in the manner that the scripting code is executed on the server, which then generates HTML and sends it back to the client. Without knowing the underlying code, the client obtains the outcome of executing the script. It is also used for the database connectivity as well as creating sessions.
- MySQL: It is a relational database management system that is used to manage databases. It functions as a server, allowing several users to create, edit and delete databases. It's an important part of the WAMP stack of open-source web application software for building websites.

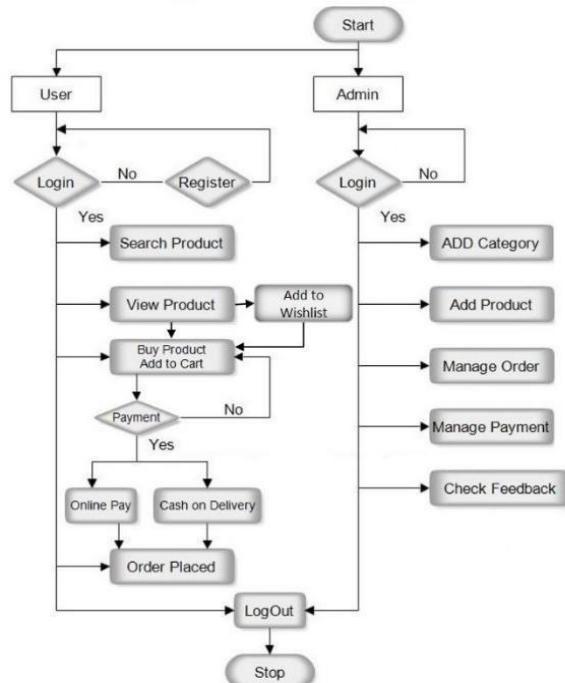


Fig. 3: Flowchart of website, SportZ Store

III. WORKING

The website interacts with the user and the administrator, where both of them has particular privileges. The user is connected to a range of athletic equipment and items from which he can pick and purchase the best alternative. The Use Case diagram for the website has been shown below (Fig. 4):

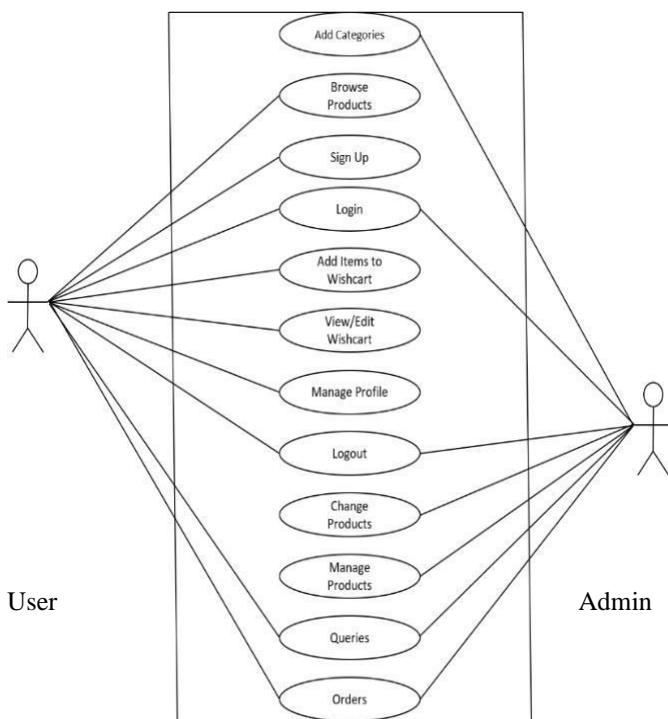


Fig.4: Use Case Diagram

When a user first visits the website, he lands on the home page. He can browse the different categories of sports and choose the corresponding products. The user can add the products in Wishlist or Cart. In order to place the order, he needs to first add it to the cart and then can proceed to checkout. At this instance, he is prompted to sign up/login. If he is an existing user, he can log in and can proceed for payment gateway. Otherwise, he is required to sign up, then only he can proceed for payment gateway. There are two options available for the payment of the orders, COD and PayU. He can use either of the payment options to place the order. After placing the order, the user is directed to the homepage and can browse the website without any interruptions. A user can also give feedback about the product through the Contact Us section and ask any queries related to the product.

Admin is first required to login. After that he can add different sports categories and products. He can activate, deactivate, amend, and remove categories based on product availability. He can also manage products and their information. He has access to the information of the users who have logged in, such as name, email-id, address, etc.

He can view feedbacks and queries provided by the user through the Contact Us section. Admin has the authority to change the order based on his requirements. He can also solve issues related to Payment Gateway. All modifications which are made by Admin are immediately visible on the user end of the website. For better understanding of the working, Architectural Diagram (Fig. 5) has been shown below:

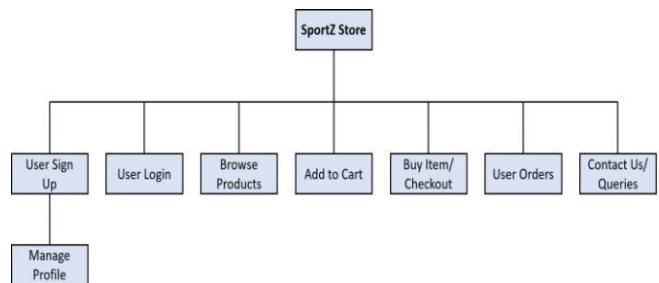


Fig.5: Architectural Design

IV. RESULTS

B2C model has been followed since decades ago. It's usage majorly incremented with evolution of Internet and Ecommerce. There were offline businesses which followed B2C but Ecommerce gave them the opportunity to extend their business and increment their growth. B2C Ecommerce has been on a swing since last few years. But a sudden pause came into businesses due to the Pandemic. Cities were locked down; people were not even allowed to come out of their places. Shops were closed and businesses were halted. This is when B2C Ecommerce came for the aid of people. But to know how exactly it worked on an individual level as well as on the social level, we developed the Ecommerce website "SportZ Store" based on B2C model and analyzed its results which are as follows:

1. Accessibility: A consumer does not need to queue or wait for a store staff to assist him with his purchases. He simply requires a phone or laptop and Internet to surf the website. Apart from saving time and avoiding crowds, he can finish shopping in minutes even after being busy. SportZ Store thus provides people all these facilities as well as allow them to shop 24 hours a day, seven days a week, and reward us with "pollution-free" shopping.
2. Better Prices: A consumer receives better deals and rates from online sites since the items are sent straight from the manufacturer or seller, eliminating the need for intermediaries. Discount coupons and rebates are available at many online stores.
3. Variety: In "SportZ Store", user can browse through different brands of sports products. It shows that, an individual can find a variety of brands and items from various suppliers through remote location. Interested

- consumers can keep up with the newest international trends without having to travel; they can shop from stores throughout the country, or even the world, without being restricted by geography.
4. Increased Awareness: According to estimates, 4.66 billion people, i.e., 59.5% of the total population utilize the internet globally as of January 2021. The online market has no boundaries, and corporations are leveraging the internet and different platforms to directly target their clients. They're accomplishing it by disseminating information about their product; once people are aware and knowledgeable about it, they'll want it.
 5. Better Interaction: "SportZ Store" has a page named Contact Us where a user can provide his feedback or any queries related to products. Admin can view those feedback and queries directly and can take necessary actions. This shows that when buyer and seller engage directly with one another, the seller is more likely to meet the buyer's wants and requirements since the vendor now knows the buyer's specific requirements. When there are numerous layers of intermediaries involved, this is not the case.
 6. Better Service: When businesses approach customers directly, they must exercise extreme caution when it comes to their product, delivery, and other services. All of these factors collaborated to influence consumer impression. If a consumer had a positive experience with the service, he is more likely to return.
 7. Online Payment: Traditionally, ecommerce websites had Cash on Delivery option for the payment of the orders. But with the evolution of internet, payment methods have also evolved. Now people can pay using Debit cards, Credit cards, net banking as well as there are many payment portals available for cashless payments. Since the people hesitate in this pandemic to opt for COD, online payment system has provided a relief for them to shop freely.

These results portray that B2C Ecommerce is growing exponentially and has a great future scope. Furthermore, the world is moving towards digitalization, so in order to keep up with this trend and to ensure the delivery of quality services to the consumers, Organizations will be appealed to move towards B2C ecommerce for the growth of their businesses. By this, we can definitely say that in coming years B2C Ecommerce will have a great significance in people's lives as well as in the industry [1].

V. CONCLUSION

The paper discussed the importance of B2C Ecommerce with the help of development of an online shopping website

"SportZ Store" which is based on the B2C model. We kept into account the evolution of B2C and E-commerce and how both emerged together as one in the last few years. B2C was introduced in 1979 through a television commercial but now majority of the organizations follow this business model to ensure their growth as well as to provide quality services to the customers. E-commerce was introduced in 1960s and now is the significant part of the people's lives. Traditionally, B2C was a business model in which a shopkeeper or a vendor used to sell products to the customers but with the engagement of E-commerce, it became the widely used business model. One of the reasons for the popularity of B2C Ecommerce is Internet and now Pandemic is also added to the list. People are more inclined towards B2C Ecommerce because of the current situations. The results from the research on the website "SportZ Store" clearly state that there are many advantages of B2C E-commerce and it has been playing a great role in people's lives in this pandemic time.

REFERENCES

- [1] Hawk, S. (2004). A Comparison of B2C E-Commerce in Developing Countries. *Electronic Commerce Research*, 4(3), 181–199. <https://doi.org/10.1023/b:elec.0000027979.91972.36>
- [2] Singh, M. (2002). E-services and their role in B2C e-commerce. *Managing Service Quality: An International Journal*, 12(6), 434–446. <https://doi.org/10.1108/09604520210451911>
- [3] Cao, M., Zhang, Q., & Seydel, J. (2005). B2C e-commerce web site quality: an empirical examination. *Industrial Management & Data Systems*, 105(5), 645–661. <https://doi.org/10.1108/02635570510600000>